

REMARKS

In view of the following discussion, the Applicants submit that none of the claims now pending in the application is obvious under the provisions of 35 USC § 103. Thus, the Applicants believe that all of these claims are now in allowable form.

If the Examiner believes that there are any unresolved issues in any of the claims now pending in the application, the Examiner is urged to telephone Alberta A. Vitale, Esq. at (203)469-8097 so that appropriate arrangements can be made for resolving such issues as expeditiously as possible.

Claim Amendments

Claims 3, 12, and 21 have been amended in response to the indication that they would be "allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claim." Claim 19 has been amended to correct a minor typographical error.

Allowable Subject Matter

Claims 3, 12 and 21 were indicated as "allowable" and were amended into independent form and are now in condition for allowance. Claims 4, 5, and 13, 14 were also indicated as "allowable" and depend from amended

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independent base claims 3 and 12 respectively. Based upon their dependency from independent base claims 3 and 12, Claims 4, 5 and 13, 14 are now in condition for allowance.

Rejections under 35 USC § 103

The Office Action has rejected claims 1-2, 6-11 and 15-20 under the provisions of 35 USC § 103 as being obvious over the teachings in the Angles patent (United States patent 5,933,811 issued to Paul D. Angles et al. on August 3, 1999 (hereinafter Angles)) taken in view of the Landsman patent (United States patent 6,785,659 issued to Rick W. Landsman et al. on August 31, 2004 (hereinafter Landsman)). This rejection is respectfully traversed.

For simplification, the Applicants will discuss this rejection in the context of independent claims 1, 10 and 19 which were addressed in the Detailed Action as a group.

A. Claims 1, 10 and 19

Applicants respectfully note that the claim language referenced by the Office Action appears to be a paraphrased interpretation of the language of several claims. Applicants do not endorse this paraphrased language and addressed the rejection as it pertained to the exact language of the claims in the response filed May 11, 2004. Applicants, for the sake of efficiency, incorporate the remarks of said response, by reference. Applicants

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will primarily respond to the Application of the Landsman reference in combination with Angles.

With respect to the primary reference Angles, the Office Action, at page 3, paragraph 4, states that:

Angles substantially disclosed the claimed invention as claimed. Angles taught constructing the customized advertisement at a server side and sending the constructed advertisement to a client machine where it got integrated with the web page and presented to the targeted consumer.

However, Angles did not explicitly teach requesting an applet program from an applet server that specifically specify how to generate the requested advertisement and running an applet program at a client machine to construct the image representation of the personalized advertisement content.

As was noted above, based upon arguments previously presented, Applicants respectfully disagree.

With respect to the secondary reference Landsman, the Office Action, at pages 6-7, paragraph 4, further states that:

However, as evidenced by the teachings of Landsman it was well known in the art at the time of the invention, to request such a script/applet program (See Abstract, Column 17, Line 37 through Column 18, Line 47) from a server that specifying the creation of a customized advertisement and executing the downloaded script/applet and to produce a customizable advertisement. See Figures. 1B, 1E, 2A, 2B, 10 and Column 9, Line 53 through Column 10, Line 22.

Thus, it is respectfully submitted that it would have been obvious to one of ordinary skill in the art at the time the invention was made to take the teachings of *Landsman* related to executing an applet at a client side to construct a customized advertisement banner and have modified the teachings of *Angles* related to delivering customized electronic advertisements constructed at a server system and delivering the constructed customized advertisement to the client system, because "such a technique would likely provide considerable economies to advertisers in saved labor, time and cost in terms of both inserting advertisements into web page files, and later changing any of those advertisements." See *Landsman* Column 9, Lines 15-19. (Emphasis added).

Regarding claims 1 and 19, *Landsman* does not teach, within the context of the claimed invention, the Applicants invention, including:

- (a) downloading a Web page file from a Web server, the Web page file including at least one advertising fragment;
- (b) locating an advertising applet program on an applet server using the advertising fragment, the advertising applet program containing program logic specifying how to construct the customizable advertisement;
- (c) running the advertising applet program within the context of the browser program at the client computer to execute the program logic to construct the visual representation of the customizable advertisement.

(Emphasis added). Further, *Landsman* does not teach the invention of claim 10 which is directed to:

An apparatus for dynamically providing a Web page with a user specific advertisement banner on a client computer display comprising:

a Web browser requesting a Web page stored on a Web server containing an advertising fragment;

a reference to an advertising applet program on an applet server obtained using the advertising fragment; and
the advertising applet program constructing the advertisement banner on the client computer for display in the Web browser.

(Emphasis added). Rather, Landsman "'politely' and transparently downloads advertising files . . . subsequently plays those media files through the browser on an interstitial basis and in response to a user click-stream." (Abstract, emphasis added).

Applicants further describe their invention in the specification at page 3, lines 14-28 as follows:

More specifically, both a method and apparatus may be provided for creating customized advertisement banners for Web pages. The advertisement banners are customized for specific users based upon information about the specific user viewing the page or based upon other criteria by using an applet program which is within the context of the browser program running on the user's computer. The user is identified by either an identifier stored on the user's computer or from the user's interaction with the Web page containing the advertisement banner. Once user specific information is obtained, specific advertisement content is obtained from one or more Web server computers and the advertisement banner is dynamically constructed and displayed on the user's computer using that specific content.

An advantage of this dynamic construction within the context of the browser is that the advertisement content can easily and

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inexpensively be tailored for the individual users; for example, if information about the user's occupation can be obtained, an area of the advertisement that scrolls news stories might target stories related to that user's occupation. This may be done to draw a user's attention to the advertisement banner. (Emphasis added).

Applicants note.

For the above stated reasons, Applicants note that Landsman, or Angles in view of Landsman, do not teach Applicants claimed invention. Therefore, Applicants submit that independent claims 1, 10 and 19 are allowable.

B. Dependent Claims 2, 6-11 and 15-20

Further, based upon their dependency from independent claims 1, 10 and 19, Applicants submit that dependent claims 2, 6-11 and 15-20 are allowable for the same reasons set forth above.

Conclusion

Thus, the Applicants submit that none of the claims, presently in the application, is obvious under the provisions of 35 USC § 103.

Consequently, the Applicants believe that all these claims are presently in condition for allowance.

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Accordingly, both reconsideration of this application and
its swift passage to issue are earnestly solicited.

Respectfully submitted,

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